



V. INDUSTRIAL DESIGN GUIDELINES

The following guidelines apply to development of industrial land uses. These uses include light industrial establishments, business parks, and heavy manufacturing and industrial establishments. These guidelines address site design, parking and loading, architecture, landscaping, walls and fences, screening, lighting, and signs.

A. SITE DESIGN

Elements of quality industrial site design include the following:

- ❖ Controlled site access
- ❖ Service areas located at the sides and rear of buildings
- ❖ Convenient access, visitor parking and on-site circulation
- ❖ Screening of outdoor storage, work areas, and equipment
- ❖ Emphasis on the main building entry and landscaping
- ❖ Landscaped open space



High-quality design is executed





V. INDUSTRIAL DESIGN GUIDELINES

Guidelines for site design include:

1. Provide a variety of building and parking setbacks to avoid long monotonous building façades and to create diversity.



Discouraged



Encouraged

2. Provide a minimum 5-foot landscape strip between parking areas and any portion of the structure. This would not apply to those portions of the structure that require vehicular access such as loading areas.
3. Design site access and internal circulation in a straightforward manner which emphasizes safety and efficiency.
 - a. Design the project's circulation system to reduce conflicts between vehicular and pedestrian traffic, combine circulation and access areas where possible, provide adequate maneuvering and stacking areas, and consider emergency vehicle access.
 - b. Separate circulation routes and parking areas.



V. INDUSTRIAL DESIGN GUIDELINES



- c. Vehicles should not be required to enter the public street in order to move from one area to another on the same site.

Encouraged



4. Entry treatments should be reflective and proportional to the size of the project.
5. Connect buildings within a single development with aesthetic and functional open space and landscape areas.

Encouraged





V. INDUSTRIAL DESIGN GUIDELINES

6. Where industrial uses are adjacent to non-industrial uses, appropriate buffering techniques such as setbacks, screening, and landscaping shall be provided as set forth in the Zoning Code.



1. PARKING AND LOADING

- a. The industrial site should be a self-contained development capable of accommodating its own parking needs. The use of the public street for parking and staging of trucks is not allowed.
- b. Clearly mark entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.
- c. Adequately screen parking lots adjacent to and visible from public streets by using rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof whenever possible.
- d. In the Business Park Office zoning district, locate parking to the side or rear of buildings.
- e. To alleviate the unsightly appearance of loading facilities for industrial uses, do not locate these areas at the front of buildings where it is difficult to adequately screen them from view. Such facilities are more appropriate at the rear of the site where special screening may not be required.
- f. Backing from the public street onto the site for loading into front end docks causes unsafe truck maneuvering and shall not be utilized except at the ends of industrial cul-de-sacs where each circumstance will be studied individually at the time of design review.

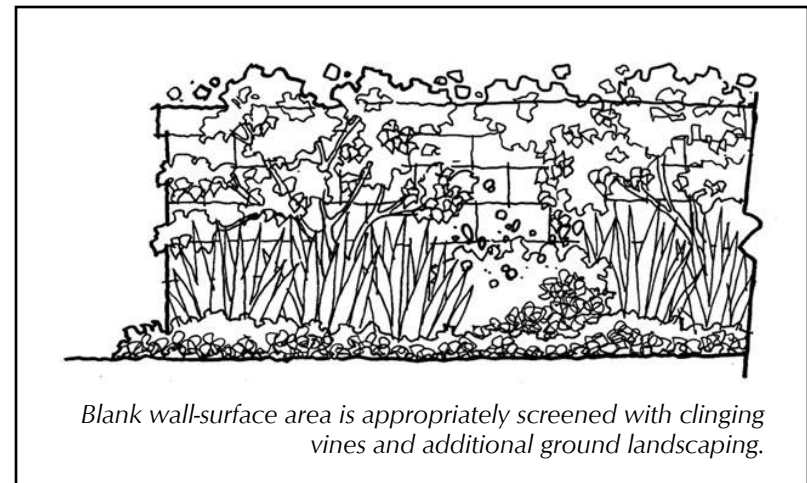


V. INDUSTRIAL DESIGN GUIDELINES



2. LANDSCAPING

- a. For industrial uses, landscaping should be used to define areas by helping to focus on entrances to buildings, parking lots, loading areas, defining the edges of various land uses, providing transition between neighboring properties (buffering), and providing screening for outdoor storage, loading, and equipment areas.
- b. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- c. Use of vines on walls is appropriate in industrial areas because such walls often tend to be large and blank.
- d. Landscaping around the entire base of buildings (except loading and service areas) is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.
- e. Trees should be located throughout the parking lot and not simply at the ends of parking aisles. In order to be considered within the parking lots, trees should be located in planters that are bounded on at least 3 sides by parking area paving.
- f. Visual focal points such as fountains, sculpture, and public art are strongly encouraged to be integrated into the landscaping.



Blank wall-surface area is appropriately screened with clinging vines and additional ground landscaping.





V. INDUSTRIAL DESIGN GUIDELINES

- g. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs. Concrete mowstrips are required per development regulations between turf and shrub areas.

3. WALLS AND FENCING

- a. Walls and fencing will serve a major function in the industrial landscape. Use walls and fencing to screen automobiles, loading and storage areas, and utility structures. However, utilize walls and fencing only when specific screening or security purposes are required. Keep walls and fencing as low as possible while performing their screening and security functions.
- b. Where walls are used at property frontages, or screenwalls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture.
 - ❖ Architecturally treat both sides of all perimeter walls.
 - ❖ Use landscaping in combination with such walls whenever possible.
- c. When security fencing is required, provide a combination of solid pillars or short solid wall segments and wrought iron grill work. Use landscaping such as clinging vines and shrubs to soften the appearance of fencing.
- d. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.
- f. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.



Encouraged



Discouraged

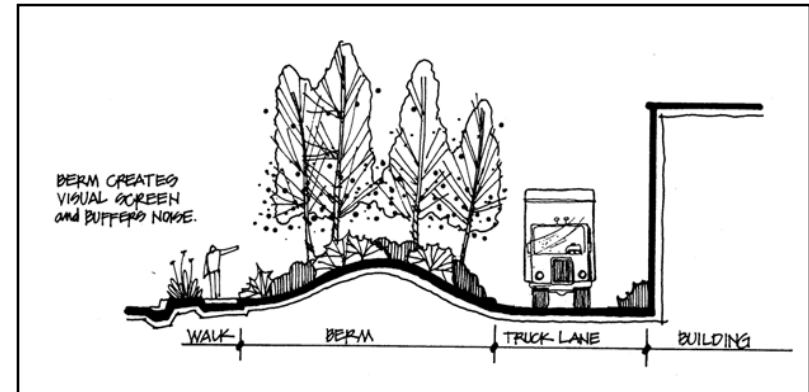


V. INDUSTRIAL DESIGN GUIDELINES



5. SCREENING

- a. Screen outdoor storage areas as set forth in the Zoning Code.
- ❖ Where screening is required, combine elements, including solid masonry walls, berms, and landscaping. Chain link fencing with wood or metal slatting is an acceptable screening material only for areas of a lot not visible from a public street.



- ❖ Screen all equipment, whether on the roof, side of building, or on the ground.
 - Employ a method of screening architecturally integrated in terms of materials, color, shape, and size.
 - The screening design shall blend with the building design.
 - Where individual equipment is provided, a continuous screen is desirable.
- ❖ The need to screen rooftop equipment, as required by the Zoning Code, should be taken into consideration during the initial design phase for the structure.

B. ARCHITECTURAL DESIGN

The architectural design of industrial structures historically has resulted in unattractive or monotonous façades. However, there are design techniques which can be utilized to direct development into a cohesive design statement.





V. INDUSTRIAL DESIGN GUIDELINES

- ❖ Employ variety in structure forms to create visual character and interest.
- ❖ Avoid long, unarticulated façades. Façades with varied front setbacks are strongly encouraged. Wall planes should not run in one continuous direction for more than 50 feet without an offset.



Treatment of this industrial building's well-articulated façade is encouraged.



This industrial building's blank, unarticulated façade is undesirable and strongly discouraged.

- ❖ Avoid blank front and side wall elevations on street frontages. Decorative block walls where visible to the public are required.
- ❖ Entries to industrial structures should portray a high-quality appearance while being architecturally tied into the overall mass and building composition.
- ❖ Windows and doors are key elements of any structure's form.
 - Fenestrate in scale of the elevation on which they appear.
 - Windows and doors establish character by their rhythm and variety. Recessed openings help to provide depth and contrast on elevation planes.



Façade has been articulated with archway and decorative cornice moldings.



V. INDUSTRIAL DESIGN GUIDELINES



- ❖ Sensitive alteration of colors and materials can produce diversity and enhance architectural forms.
- ❖ The staggering of planes along an exterior wall elevation creates pockets of light and shadow, providing relief from monotonous, uninterrupted expanses of wall.
- ❖ Design elements which are undesirable and should be avoided include:
 - Highly reflective surfaces
 - Large, blank, unarticulated wall surfaces
 - Exposed, untreated precision block walls
 - Chain link fence, barbed wire
 - "Stuck on" mansard roofs on small portion of the roofline
 - Unarticulated building façades
 - Materials requiring high maintenance such as stained wood, shingles or metal siding
- ❖ Berming in conjunction with landscaping can be used at the building edge to reduce structure mass and height along façades.
- ❖ Rolling shutter doors located on the rear façade of the building are the preferred method for providing large loading doors, while keeping a clean, uncluttered appearance from the exterior.
- ❖ The roof design should be considered as a component of the overall architectural design theme.



See Appendix A: Citywide
Sign Design Guidelines
for more design criteria
for signs.

C. SIGNS

- ❖ Design every project with a precise concept for adequate signage.
 - Consider provisions for sign placement, sign scale in relationship with building, and the readability of the sign while developing the overall signing concept.





V. INDUSTRIAL DESIGN GUIDELINES

- All signs should be highly compatible with the structure and site design relative to color, material, and placement.
- ❖ Monument signs are the preferred alternative for business identification. Where several tenants occupy the same site, individual wall-mounted signs are appropriate in combination with a monument sign identifying the development and address.



- ❖ The use of backlit individually cut letter signs is strongly encouraged.
- ❖ The industrial site should be appropriately signed to give directions to loading and receiving areas, visitor parking, and other special areas.



D. LIGHTING

- ❖ Use lighting to provide illumination for the security and safety of onsite areas such as parking, loading, shipping, and receiving, pathways, and working areas.
- ❖ Design light fixtures and their structural support to be architecturally compatible with main buildings on site. Integrate illuminators within the architectural design of the building(s).
- ❖ As a security device, lighting should be adequate but not overly bright. All building entrances should be well lighted.
- ❖ Shield all lighting to confine light spread within the site boundaries.

